



Telegrams:  
"Muscle, Phone, London,"



Telephone:  
Central 12215.



This Catalogue cancels all previous Lists.

No. 30.—1919.

Subject to revision with or without notice.

Tel. Code: "A.B.C." 5th Edition.



CONTRACTORS TO HIS MAJESTY'S GOVERNMENT.



**ELASTIC EXERCISER PIONEERS.**

ELASTIC CORDS FOR AEROPLANES A SPECIALITY.



MANUFACTURERS OF  
**ELASTIC CORD**  
AND  
**ATHLETIC APPLIANCES.**



**35, Southwark Bridge Road,  
LONDON, S.E.1.**

**MANUFACTORY—FLEET, HANTS.**



GOLD MEDAL:  
HIGHEST AWARD,  
BRUSSELS, 1897.



PRIZE MEDALS:  
LONDON, 1896, LEEDS 1897,  
BIRMINGHAM, 1898.





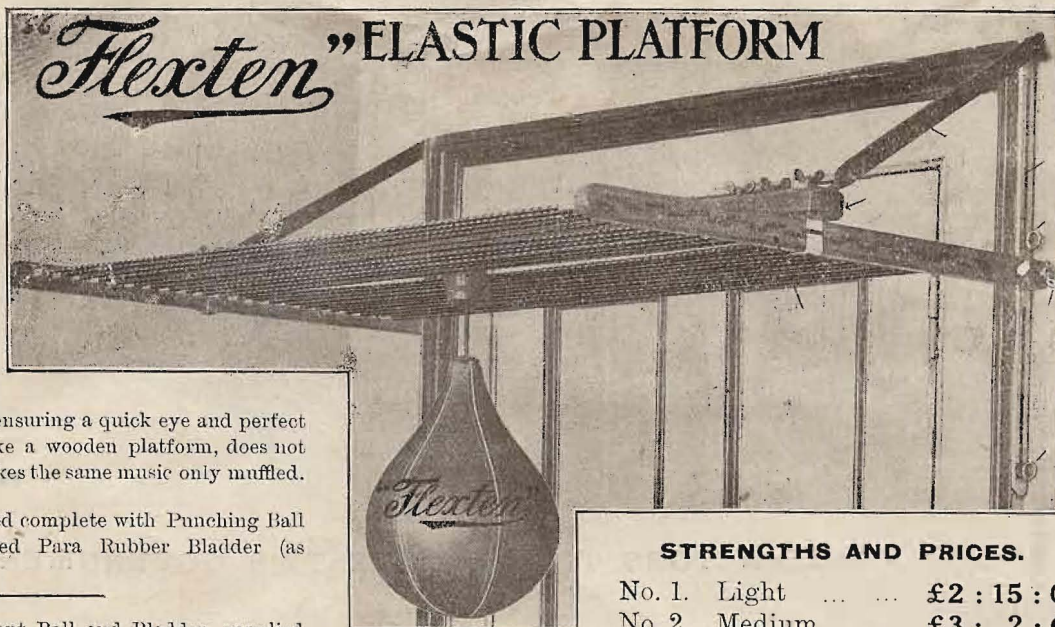


This Platform makes it possible for every one to enjoy the most fascinating form of healthful exercise, which has heretofore been barred from so many homes on account of the noise and terrific jar.

In this Platform the ball hits rubber cords only, is erratic in its return and faster in action, thus ensuring a quick eye and perfect footwork. operates like a wooden platform, does not mar the floor and makes the same music only muffled.

All Platforms are fitted complete with Punching Ball and best quality Red Para Rubber Bladder (as illustrated).

Platforms only, without Ball and Bladder, supplied at **15/-** each less.



#### STRENGTHS AND PRICES.

No. 1. Light	...	£2 : 15 : 0
No. 2. Medium	...	£3 : 2 : 6
No. 3. Heavy	...	£3 : 10 : 0

**THE "FLEXTEN" COMBINED DEVELOPER**

TRADE MARK *Flexten*

AS A CHEST EXPANDER

**ONE MACHINE FOR A WHOLE FAMILY**

#### This Exerciser is made in Five Strengths.

STANDARD STRENGTHS	PRICE COMPLETE	ELASTIC CORDS ONLY	
		LONG	SHORT
Athletes' ...	15/-	4/10	1/4 each
Hercules ...	16/6	5/6	1/6 "
Extra Hercules ...	19/-	6/6	1/9 "
Giant ...	22/-	8/-	2/- "
Extra Giant ...	25/-	9/6	2/4 "

ORDINARY HANDLE

GRIP HANDLE



The "GIANT" and "EXTRA GIANT" Exercisers are fitted with Steel Rivetted Ball Handles instead of "Flexten" Grip Handles. These Exercisers are not stocked but made to order only, thereby ensuring freshness of rubber







PUNCH-BALL

EXERCISER

## A Complete Home Gymnasium.

### THE EXERCISER

may be used from above or below without taking down, by simply reversing handles with the attached cords to lower position.

### THE GRIP HANDLES

are beneficial. See particulars at foot.

As a 6-STRAND CHEST EXPANDER it may be used as illustrated on page 5.

**No. 1** Men's Strength  
Cords and 28 in.  
Gold Cape Ball.

PRICE **28/-**

Can be fitted to any doorway or other suitable fixture in a few minutes, without a tool of any kind, and more quickly removed; is practically noiseless when in use, and weighs only three and a half pounds.

BOXED COMPLETE WITH BEST PARA-RUBBER BLADDER.

### ELASTIC CORDS ONLY:—

#### DOUBLE STRANDS—

Men's ... 2/4 each.

Athletes' ... 2/8 "

#### SINGLE STRANDS—

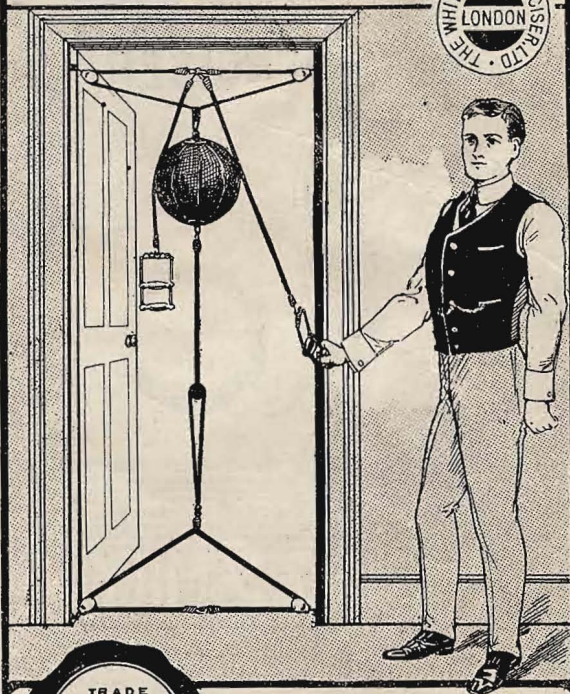
Men's ... 1/2 "

Athletes' ... 1/4 "

**No. 2** Athletes' Strength  
Cords and 32 in. Gold Cape Ball.

PRICE **32/6**

### "Flexten" PUNCHING-BALL EXERCISER



### 4 GOOD POINTS.

*A double-ended Exerciser,  
A 6-strand Chest Expander,  
A pair of Grip handles,  
A Punching-Ball.*



AN IMPORTANT AND UNIQUE ADVANTAGE.

## Our Patent "Flexten" Grip-Handles

For attaching to any **Exerciser, Developer, or Chest Expander,** forming **perfect Fore-arm Developers.**

These "GRIPS" automatically compel the user to concentrate his attention upon the exercise he is performing *besides* which they considerably increase the resistance.

They will do all that can be done by other "GRIPS," and *in addition* strengthen the much-neglected and important extensor muscles which bend the hands backwards.

### AN IMPROVEMENT ON ALL OTHERS.

They are so constructed as to give **THREE LENGTHS TO EXPANDERS,** making them suitable to persons with a **LONG, MEDIUM or SHORT REACH.**



1/6 per pair.

### A POINT EXCLUSIVELY IN THEIR FAVOUR.

Can be used as "ORDINARY" or as "GRIP" HANDLES, at the **WILL OF THE USER,** by holding the **Round or the Oval** Handles.



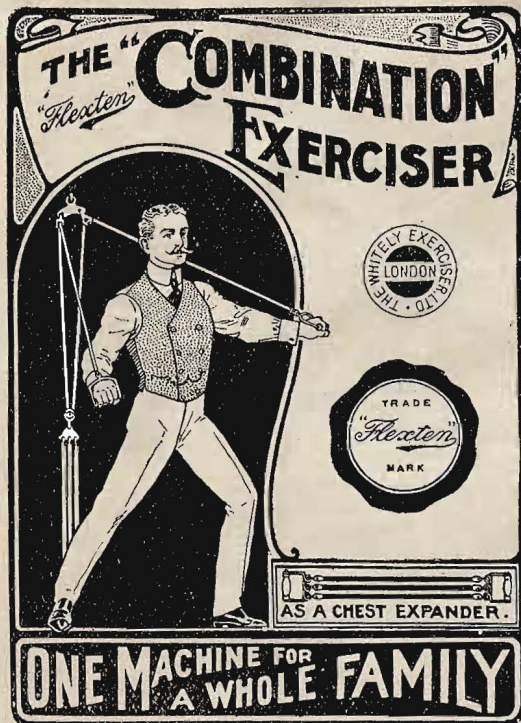
CAN BE FITTED TO ALL EXERCISERS.

UNIQUE

RELIABLE







## The "Flexten" Combination Exerciser.

MADE IN FIVE STRENGTHS.

STANDARD STRENGTHS	PRICE COMPLETE	ELASTIC CORDS ONLY	
		LONG	SHORT
Athletes' ... ..	10/6	3/6	1/4 each
Hercules ... ..	11/6	4/-	1/6 "
Extra Hercules ... ..	13/-	4/9	1/9 "
Giant ... ..	14/6	5/6	2/- "
Extra Giant ... ..	16/6	6/6	2/4 "

Above Exercisers (except the "Giant" and "Extra Giant") can be supplied with "Flexten" Grip handles, instead of the ordinary handles at 9d. each Exerciser extra. (See page 3.)

All Exercisers are boxed complete with Footstrap Chart, Screw Hooks, etc.

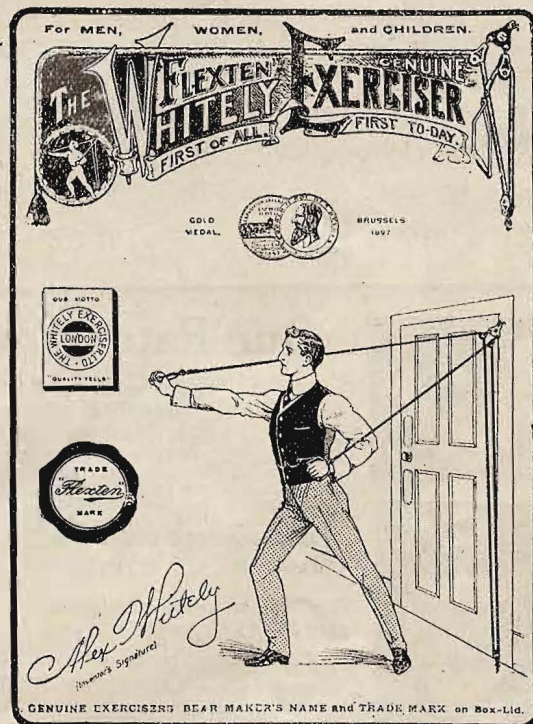
We are the original and Sole Manufacturers of genuine "Whitely" and other Exercisers.

### Standard Strengths and Prices.

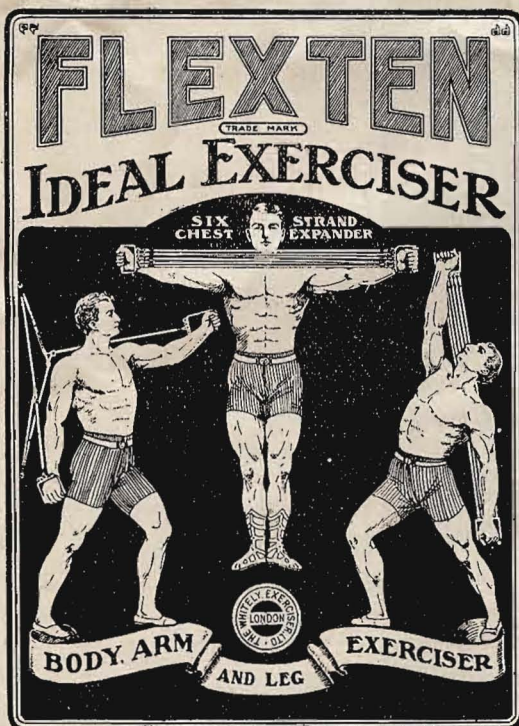
STRENGTHS	PRICE COMPLETE	ELASTIC CORDS ONLY
Children's... ..	6/-	3/- each
Ladies' ... ..	6/9	3/9 "
Men's ... ..	7/6	4/6 "
Athletes' ... ..	8/3	5/3 "
Hercules ... ..	9/-	6/- "
Extra Hercules ... ..	10/6	7/3 "
Giant ... ..	12/-	8/9 "
Extra Giant ... ..	13/6	10/3 "

Above Exercisers can be supplied with "Flexten" Grip handles, instead of the ordinary handles, at 9d. extra per Exerciser.

**NOTICE.**—Owing to the public having been misled in regard to Exercisers sold under the name "Whitely," but **not** of our manufacture, we have adopted this label. Insist on seeing the "Trade Mark."







## The "Flexten" Ideal Exerciser.

Made in Five Strengths.

Fitted with Spring Couplings.

SPECIAL STRENGTHS	PRICE COMPLETE	ELASTIC CORDS ONLY	
		DOUBLE	SINGLE
Ladies' ... ..	7/-	1/10	11d. each
Men's ... ..	7/6	2/-	1/- "
Athletes' ... ..	8/6	2/4	1/2 "
Hercules ... ..	9/6	2/8	1/4 "
Extra Hercules ...	10/6	3/-	1/6 "

These Exercisers can be supplied with "Flexten" Grip handles, instead of the ordinary handles, at 9d. per Exerciser extra. (See page 3.)

All Exercisers are boxed complete with Chart, Screw Hooks, etc.

## SPECIAL LINES in "Flexten - Whitely" Exercisers.

Our designs having been imitated by so-called Competitors, we are now making Special Exercisers to compete with the "Job-made goods" at prices as follows:—

### Special Strengths and Prices—

	PRICE COMPLETE	ELASTIC CORDS ONLY
Ladies' ... ..	5/9	3/- each
Men's ... ..	6/3	3/6 "
Athletes' ... ..	6/11	4/2 "
Hercules ... ..	7/7	4/10 "
Extra Hercules ...	8/3	5/6 "

All Exercisers are boxed complete with Footstrap, Chart,  
Screw Hooks, etc.







Made from Extra Long  
Stretch Cord.

—:0:—

## 7 Strand Expander.

—:0:—

Strengths.	Prices.
Men's ... ..	10/9
Athletes' ... ..	12/6
Hercules ... ..	14/3
Extra Hercules ... ..	16/-
Giant ... ..	17/9
Extra Giant ... ..	20/-



Boxed complete with  
Chart.

—:0:—

## Elastic Cords only.

—:0:—

Strengths.	Prices.
Men's ... ..	1/2
Athletes' ... ..	1/5
Hercules ... ..	1/8
Extra Hercules ... ..	1/11
Giant ... ..	2/2
Extra Giant ... ..	2/6

FITTED WITH STEEL FRAME AND RIVETTED BALL HANDLES.

## "Flexten" "S" Hook Pattern Developer Strands.



**Short Strands, 3/6 per pair.**  
(For Chest Expander.) (As illustrated).



**Long Strands, 5/- per pair.**  
(For Weight Lifting.) (As illustrated).

These Strands are of a special strength and a distinctive pattern, having a red and black covering and an extra long stretch. The ends are whipped to thimbles and "S" Hooks (as illustrated) instead of being fitted with our Safety Couplings.



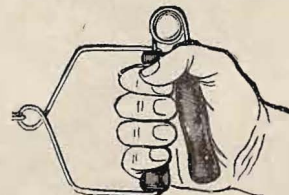
### Massage Roller Handles.

Can be attached to any Exerciser,  
or be used independently.

#### STRENGTHS AND PRICES.

No. 1. Ladies' ...	1/4 per pair.
" 2. Men's ...	1/6 "
" 3. Athletes' ...	1/8 "
" 4. Hercules ...	1/10 "
" 5. Extra Hercules	2/- "

### "Empire" Grip Handle.



With extra Wire Handle for  
attaching to any Exerciser, or for  
use separately. Price, 1/9 per pair





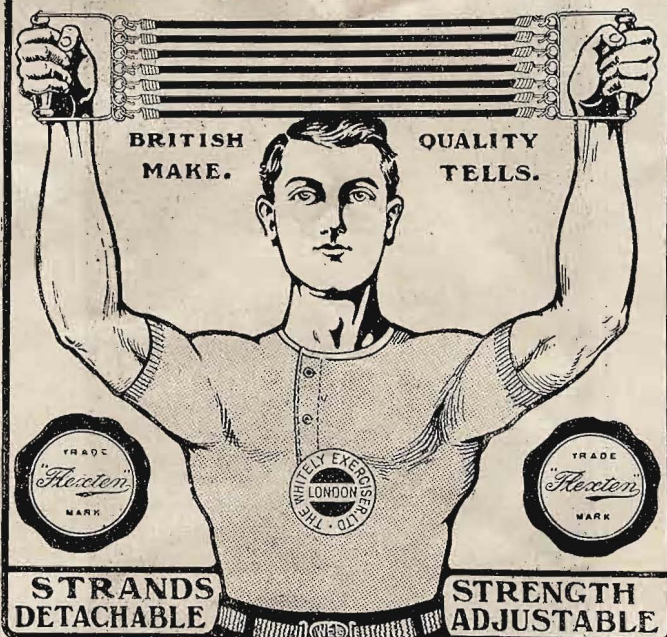
CHEST

EXPANDERS

*"Flexten-Whitely" Chest Expander.*

Genuine Expanders bear our Name and Trade Mark on box-lid (as illustrated) and are made from our Special Stretch Elastic Cord, thus avoiding a "dead pull."

INSIST ON SEEING  
OUR  
"TRADE MARK"



Fitted with Spring  
Safety Couplings.

Refuse all Substitutes,  
they are not  
"Just as Good."

All Expanders are boxed  
complete with Chart, etc.

SIZES AND PRICES.

STANDARD STRENGTHS	7 STRANDS	5 STRANDS	3 STRANDS	1 STRAND	CORDS ONLY
Ladies' ...	8/4	6/3	4/3	2/-	1/-
Men's ...	9/6	7/1	4/9	2/2	1/2
Athletes' ...	10/9	7/11	5/3	2/4	1/4
Hercules ...	12/-	8/9	5/9	2/6	1/6
Extra Hercules...	*14/6	10/-	6/6	2/9	1/9
Giant ...	*16/6	*12/6	7/6	3/-	2/-
Extra Giant ...	*18/9	*14/3	8/6	3/4	2/4

\*These Expanders are fitted with Strong Mild Steel Handle Frames.

**Special Lines in "Flexten-Whitely" Chest Expanders.**

These Expanders are made of similar material as used in our "Standard" Goods.

SIZES AND PRICES.

SPECIAL STRENGTHS	5 STRANDS	3 STRANDS	1 STRAND	CORDS ONLY
Ladies' ...	5/6	3/8	1/9	11d.
Men's ...	6/-	4/-	1/10	1/-
Athletes'...	6/10	4/6	2/-	1/2
Hercules...	7/8	5/-	2/2	1/4
Extra Hercules	8/6	5/6	2/4	1/6

Our designs having been imitated by so-called Competitors, we are making Special Expanders to compete with the "Job-made Goods" at prices as herein quoted.

BEWARE OF

IMITATIONS

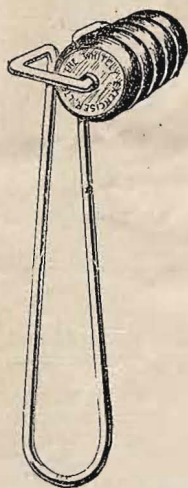


## MASSAGE

## APPARATUS

Massage renders the muscles pliant and quick in action.

### MASSAGE HAND WHEELS.

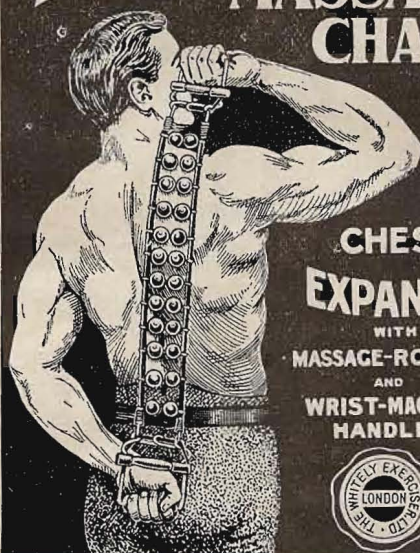


With Improved Anti-friction Revolving Centre.

Refuse Substitutes.

Price 2/- each.  
Boxed.

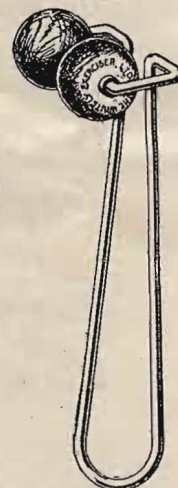
## "FLEXTEN" MASSAGE CHAIN



**CHEST EXPANDER**  
WITH  
MASSAGE-ROLLER  
AND  
WRIST-MACHINE  
HANDLES.

Accelerates the circulation and produces a healthy skin.

### MASSAGE HAND ROLLERS.



With Improved Anti-friction Revolving Centre.

Refuse Substitutes.

Price 1/6 each.  
Boxed.

Strengths and Prices Men's, 7/-; Athletes', 8/-; Hercules, 9/-.

## "FLEXTEN" AEROPLANE



### RUBBER SHOCK-ABSORBER.

WE MANUFACTURE CORDS SPECIALLY SUITABLE FOR AEROPLANE SPRINGS.




IN ALL OUR ELASTIC GOODS we use NEWLY-MADE CORD of the Finest Quality, thereby making certain that each Cord will be Fresh and Full of Life.

As the illustration shows the cord consists, NOT of ONE THICK strand, but of a NUMBER of THIN ones.

PRICES QUOTED for Cord of Strengths (as herein), and for Extra Strong (for Special Purposes) ON APPLICATION.

### DOLL CORD for Jointed Dolls.

Beware of this 

The result of Poor Doll Cord.



We are Manufacturers of BRAIDED RUBBER CORD FOR DOLLS' JOINTS and Toys requiring Protected Rubber Springs.

PRICES ON APPLICATION.

## AEROPLANE ELASTIC SPRINGS

## DOLL CORD





## BOXING



## GLOVES



No. 8.



No. 9.

No. 10.

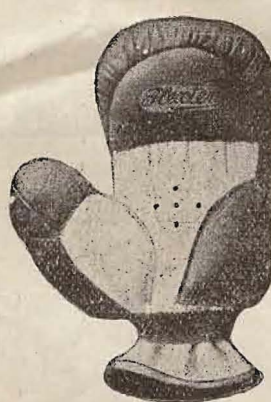


No. 11.

No. 12.



No. 7.



No. 6.



No. 5.

No.	DESCRIPTION.	Price per Set of Four.	
		MEN'S.	YOUTHS'
1.	Strong Yellow Chamois, <b>Front Pads</b> , Hair Stuffed, Self-Coloured Cloth Palms, Tape Wrists ...	17/6	16/-
2.	Superior Chamois, <b>Front Pads</b> , Hair Stuffed, Strong Leather Ventilated Palms, Elastic Wrists ...	23/6	22/-
3.	Tan Cape, <b>Front Pads</b> , Hair Stuffed, Strong Leather Ventilated Palms, Elastic Wrists ...	28/-	26/6
4.	Gold Cape, Hair Stuffed, Grip Bar, Tan Sheep Palms, Ventilated, Elastic Wrists... ..	31/6	30/-
5.	Gold Cape, 6 ozs., Laced Wrists and Grip Bar, Horsehair Stuffed, Ventilated Palms ...	30/-	
6.	Superior Gold Cape, <b>Front and Side Pads</b> , Horsehair Stuffed, Fingers, Strong Leather Ventilated Palms, <b>Leather Lined</b> , Elastic Wrists, 8 ozs. ...	33/6	
7.	Best Gold Cape, <b>Improved Pattern</b> , Horsehair Stuffed Fingers, Strong Leather Protected Palms, Worked Ventilators, <b>Leather Lined</b> , Elastic Wrists, 8 ozs. ...	43/-	
8.	Claret-coloured Leather, Hair Stuffed, Welted Seams, Strengthened Thumbs, Grip Bar, Padded Wrists, Net Linings, 8 ozs., Laced American Pattern. <b>A Grand Glove</b> ...	41/-	
9.	Superior Gold Cape, Horsehair Stuffed, Loose Grip Bar, Padded Wrists, Selvyt Lined, Welted Seams and Strengthened Thumbs, Laced. <b>An Ideal Club Glove.</b> 6 ozs. ...	40/-	
10.	Do. do. do. do. 8 ozs. ...	47/-	
11.	Finest Chrome Kid, Special-hair Stuffed, Chamois Linings, Ventilated Palms, Padded Wrists, Grip Bar, Laced. <b>As used at the Leading Competitions.</b> 6 ozs....	42/-	
12.	Do. do. do. do. 8 ozs. ...	47/-	



ABSOLUTELY



THE BEST





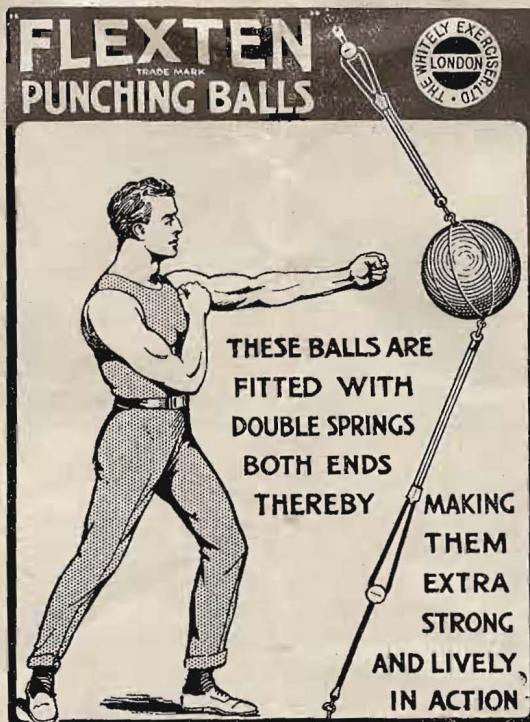
# PUNCHING

# BALLS

## Swinging Ball.



No. 4. SOFT LEATHER.



## Swinging Ball.



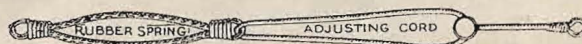
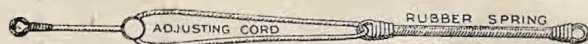
No. 5. COWHIDE, HAND-SEWN.

### List No.

1. Soft Leather, Piped Seams, pair of best covered double Para Rubber Springs, Self-adjusting Cords, Patent Cleats, etc. ....	20/-	21/9	23/9	25/9
2. Gold Cape (soft as a glove), Piped Seams, and fitted as No. 1 ...	23/9	—	27/-	—
3. Light Cowhide (extra quality), <b>Hand-sewn</b> , fitted with strong double Springs and <b>Straps both ends</b> ...	—	30/-	—	34/-
4. Soft Leather Swinging Ball (fine quality), Pear-shaped, Piped Seams, Patent Cleat on Self-adjusting Cord, as illustrated ...	19/-	—	21/-	—
5. Light Cowhide (extra quality), <b>Hand-sewn</b> Swinging Ball with <b>Strap</b> as illustrated ...	26/6	—	29/-	—
6. American Pattern Ball, Piped Seams, fitted with Single Springs both ends, Self-adjusting Cords, a special line ...	17/6	—	20/6	—

All Balls are boxed complete with best quality Red Para Bladder and Screw Hooks.

## Best Quality Covered Para Rubber Punch Ball Springs.



Superior to Springs of solid uncovered Rubber.

Single Springs and Cords complete  
(as illustrated).

Strengths	No. 3	No. 4	No. 5	No. 6
Prices (per pair)	2/6	2/9	3/2	3/6

Springs only  
price 6d.  
per pair less

Double Springs and Cords complete  
(as illustrated).

Strengths	No. 3	No. 4	No. 5	No. 6
Prices (per pair)	4/-	4/6	5/3	6/-

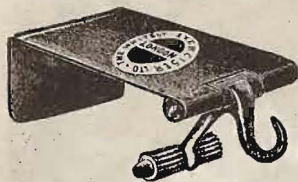
# PUNCH BALL

# SPRINGS





### Detachable Door Hooks.



Can be fitted to any door in a few seconds.  
Price 1/6 per pair.  
NICKEL PLATED.

### Punching Ball Pads and Gloves.

Tan Leather Knuckle Pads with Hand Grip, Hair Stuffed	3/-
Tan Leather Knuckle Mitts with Hand Grip, Hair Stuffed	4/6
Special Tan Leather Gloves, with Self-closing Wrists (as illustrated)	7/6

The above are well padded to protect the knuckles.



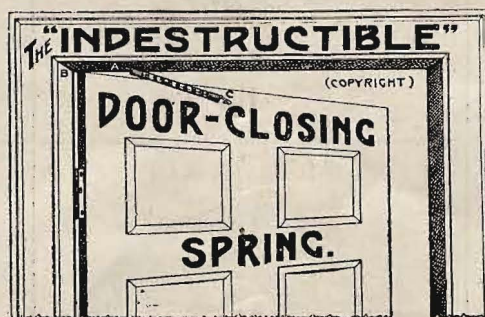
Price per pair.

### AVOID DRAUGHTS WHILST EXERCISING

By having your Doors Fitted with



COMPLETE, with Plated fittings and Screws, and Directions for fixing.



PRICES. Each.

No. 1. For Light Doors	6d.
No. 2. For Ordinary Doors	7d.
No. 3. For Heavy Doors	8d.
No. 4. For Extra - Heavy Doors	9d.

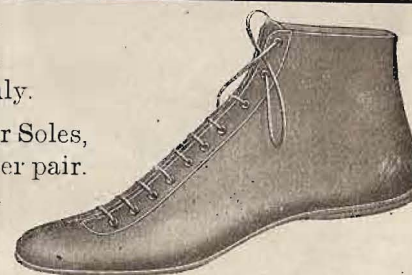


Refuse all Imitations They will not allow door to fully open.

### Boxing Boots.

These Boots are in Sizes 6 to 9 only.

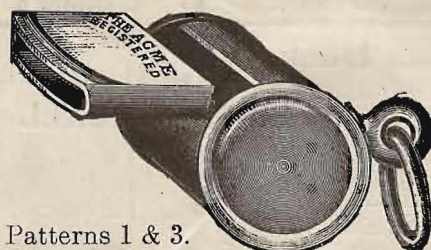
- No. 1. Light & Strong Chrome Leather Soles, black Canvas Uppers. Price 16/6 per pair.  
No. 2. Superior Thin Leathers, Chrome Soles, Soft and Pliable, Price 22/6 per pair.



### Referee Whistles



- No. 1. "Acme" ... 1/- each.  
No. 2. "Referee" ... 1/6 "  
No. 3. "Thunderer" 1/9 "



Patterns 1 & 3.

### Football Adaptors.



To fit any Cycle Pump.  
Price, 4d. each.



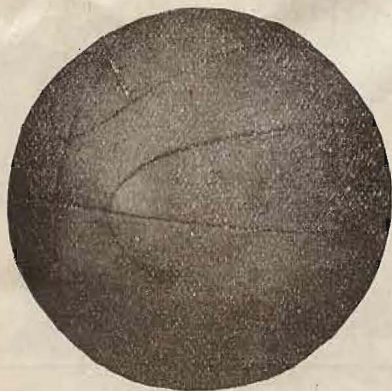




# FOOTBALLS

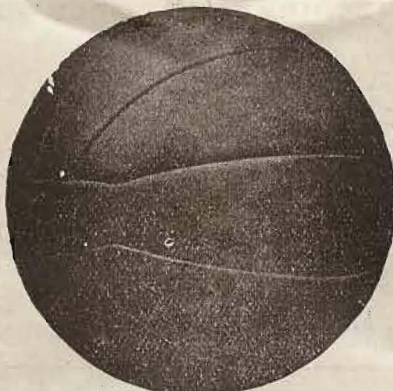
# FOOTBALLS

## "EMPIRE."



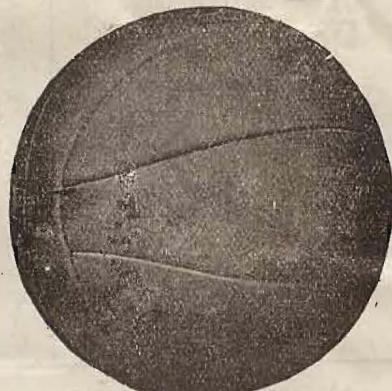
No. 1. 12 Sections. Cowhide.  
Size 5. Hand-sewn.  
Cases only, 21/-  
Complete, with Bladder, 23/-

## "TRUFLITE."



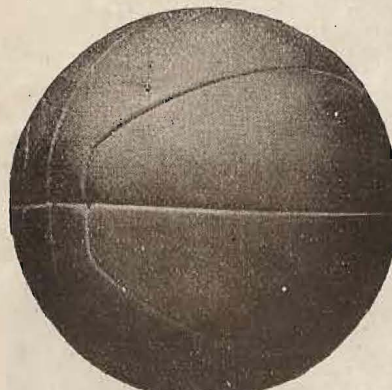
No. 2. 10 Sections. Cowhide.  
Size 5. Hand-sewn.  
Cases only, 21/-  
Complete, with Bladder, 23/-

## "DEFIANCE."



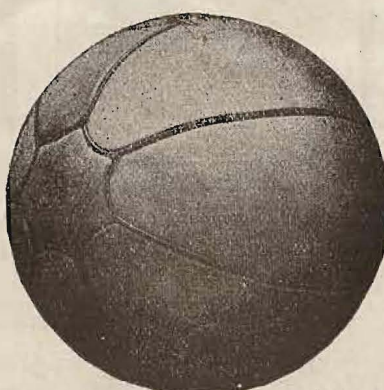
No. 3. 8 Sections. Cowhide.  
Size 5. Hand-sewn.  
Cases only, 18/-  
Complete, with Bladder, 20/-

## "MATCH."



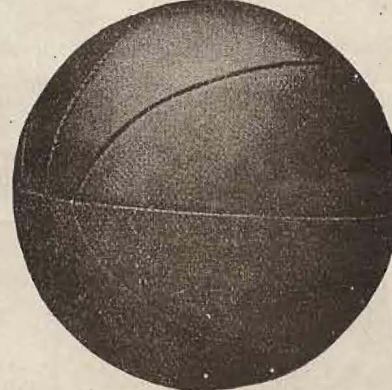
No. 4. 8 Sections.  
Cowhide. Hand-sewn.  
Size 5 Cases only ... 14/-  
,, 5 Complete, with Bladder ... 16/-  
,, 4 Cases only ... 13/3  
,, 4 Complete, with Bladder ... 15/-

## "NATIONAL."



No. 5. 7 Sections. Welted.  
Cowhide. Hand-sewn.  
Size 5 Cases only, 16/- Complete, 18/-  
,, 4 ,, 15/- ,, 16/9  
,, 3 ,, 14/- ,, 15/6

## "PRACTICE."



No. 6. 8 Sections. Grained Leather.  
Size 6 Cases only, 9/6 Complete, 12/-  
,, 5 ,, 8/6 ,, 10/6  
,, 4 ,, 7/6 ,, 9/3  
,, 3 ,, 6/3 ,, 7/9  
,, 2 ,, 5/3 ,, 6/6  
,, 1 ,, 4/3 ,, 5/3

Lacing Awl

and Hook.



Lacing Awls.

Nickel Plated.  
Price 9d. each.



Polished Wood Handle,  
Price 1/3 each.

**FINEST QUALITY RED PARA RUBBER  
FOOTBALL AND PUNCHING BALL  
BLADDERS.**

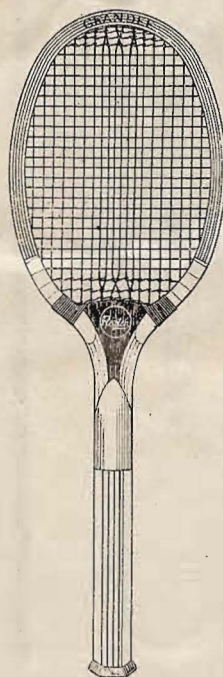
Sizes ...	...	1	2	3	4	5	6	7
Prices ...	...	1/2	1/4	1/6	1/9	2/1	2/6	3/-

ABSOLUTELY

THE BEST

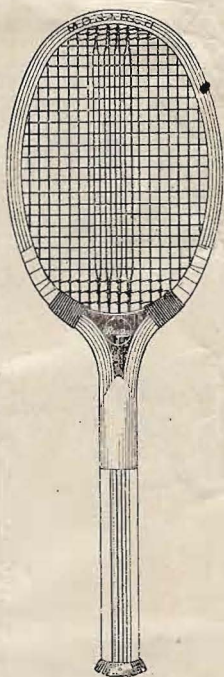






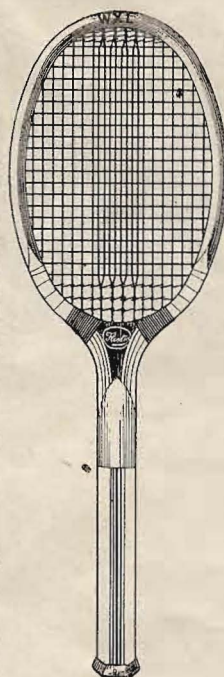
### GRANDEE.

Best English  
Rent Ash Frame,  
made on  
scientific lines,  
thus ensuring  
perfect balance.  
Strung with  
English Red and  
White Gut,  
Three Double  
Mains,  
Patent Shoulders,  
Surgical and  
Gut bound,  
Coarse Combed  
Handle.  
giving a good grip.  
A high-glass  
medium price  
Racket.



### MONARCH.

Best Selected  
English  
Rent Ash Frame,  
made with  
Concave centre  
piece,  
strengthened with  
Cane Splicing,  
giving a perfect  
balance,  
spring, and larger  
amount of  
playing space.  
Strung with good  
English Red and  
White Gut,  
with four double  
Mains.  
Shoulders Surgical  
and Gut bound.  
Coarse combed  
handles.



### W. X. L.

Finest Selected  
English  
Rent Ash Frame,  
with hollow  
centre piece,  
strengthened with  
triple splicing,  
giving great  
resiliency,  
Bevelled Frame,  
making the  
balance and spring  
perfect.  
Strung Four  
Double Centre  
Mains,  
with best  
English Red and  
White Gut.  
Surgical and Gut-  
bound Shoulders,  
Coarse combed  
handle.  
The most perfect  
Racket made.

**TENNIS GOODS.—PRICES QUOTED ON APPLICATION.**

## Tennis Balls.

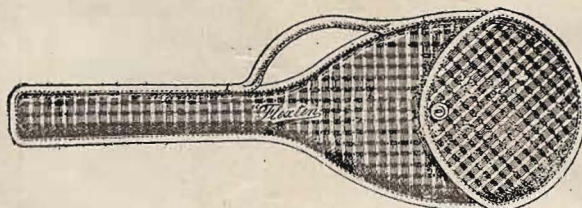


Regulation Covered.  
Cemented and Undersewn.

	White	Per doz.
No. 1.	Practice	...
No. 2.	Regulation	...
No. 3.	Championship	...

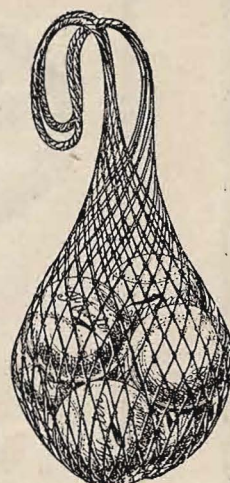
Carefully selected from Fresh Stock.

## Waterproof Racket Covers.



- No. 1. Proofed Tweeds. or Tan Canvas, Strong Binding and Leather Handle ...
- No. 2. Rubber Proofed Super Tan Mail Cloth, Leather Binding and Handle ...

## Ball Nets.



- |        |                 |
|--------|-----------------|
|        | Each.           |
| No. 1. | To hold 6 Balls |
| No. 2. | „ 12 „          |

## Lawn Tennis Nets.

- No. 1. Tournament, 42×3½ft., White Band, Copper Line,
- No. 2. Tarred Hemp do. do. do.
- No. 3. do. do. do. Gald. Steel Line.







For MEN, WOMEN, and CHILDREN.



GOLD  
MEDAL.



BRUSSELS,  
1897



*Alex Whitely*  
(Inventor's Signature)



GENUINE EXERCISERS BEAR MAKER'S NAME and TRADE MARK on Box-Lid.

